Fractal:Edge™

Fact Sheet

SEE MORE:DO MORE

Patented technology solutions to

º *Visually* analyze large, complex or streaming data

º *Focus* on the big picture and the underlying detail at the same time

º *Navigate* easily and intelligently through your data based on visually identified outliers, anomalies and patterns

º *Track* or *replay* time series and events to spot what changed and when

Key Customers

º 7 of the top 10 global investment banks including **Citigroup**

º leading information businesses including **Standard & Poor's**

º top broking firms including **CLSA** (Credit Lyonnais Securities Asia)

+ many more restricted from being named in print

Products

Fractal:Intelligence™
Configure and use Fractal Map visualizations; design structures, color coding and set other visual cues to highlight drivers and trends; link to multiple data sources including Microsoft® Excel™, OLAP cubes and all enterprise database standards

Fractal:Server™
Share Fractal Maps through your web or intranet sites with staff, managers, executives or clients, to increase productivity and speed decisions

Fractal:SDK™
Use and extend patented Fractal:Edge technology for new or existing products or custom applications

Markets

º Financial Services
º Information Providers
º General Business
º Strategic Product & Solution Partners

Management Team

Richard Laughton, President & CEO
Gervase Clifton-Bligh, Founder & VP Products
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Overview

Fractal:Edge provides a unique Active Data Visualization solution that allows you to transform large, fast-moving or complex data sources into a simple, interactive picture - enabling you to navigate, analyze and understand your data more effectively.

The Case for Visualization

Until now the presentation of complex data has been restricted to Excel-style data grids and simplistic charts providing a limited view of the data. Fractal:Edge unlocks the value in your data by showing the detail and overview in one picture, by capturing and exposing multiple dimensions within the data structure and by providing simple and intuitive navigation.

Whatever information drives your business decisions, Fractal:Edge solutions enable you to:

º See the complete picture - all your relevant data in one place

º Improve your understanding of the data - detail, context and overview all at the same time

º React quicker - *spend more time dealing with issues and less time finding them*

Simple Deployment

Our revolutionary visualization technique - called Fractal Maps - can represent multiple existing data sources within a single interactive view. Direct connections to other enterprise applications can be configured to speed workflow. With a range of deployment options and solutions that can be delivered in hours and days, not weeks and months, the return on investment is large and rapid.

Fractal:Edge solutions bring about a fundamental change in the way users interact with data - in short improving decisions, minimizing risks and building competitive advantage.